

ADD ON AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

TUESDAY, MAY 23, 2006

HOLIDAY INN

KEY LARGO

10:00 A.M.

***N.6. Consideration and Action re: Amendment to Extend Mel Fisher Maritime Heritage Society Agreement**

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D. 1. Additions to and Approval of the Agenda

- E. **Approval of the Minutes**
 - 1. April 11, 2006 Regular Meeting Minutes

BULK APPROVALS (Recommended Bulk Items are BOLD)

- F. **Budget**
 - 1. Three Penny Revenue Report
 - 2. Consideration and Action re: FY 2007 Budget
- G. **Public Relations**
 - 1. Status Report
 - 2. Ameurop Report
- H. **Film Commission**
 - 1. Status Report
- I. **Advertising**
 - 1. Review of monthly accounting breakdown & FY 2006 Generic Destination & Umbrella campaign recap
 - 2. Response Report – FYI
 - 3. Advertising Recap – FYI
- J. **Sales and Marketing:**
 - 1. Status Report
 - 2. Cellet Travel Services Presentation
- K. **Research**
 - 1. Status Report
 - 2. Review of VIS Call Reports
 - 3. Monitoring Economic Status Update
 - 4. Update re: Condo Conversion Study

- L. **Administrative**
 - 1. Status Report
 - 2. Director's Report
- M. **Website**
 - 1. Website Status Report
- N. **TDC Related Items:**
 - 1. Consideration and Action re: Corporation Agreement
 - 2. Update re: Special Advertising Presentation Meeting
 - 3. Update re: Cultural Umbrella RFQ
 - 4. Monroe County Emergency Management/Weather Station Presentation
 - 5. Consideration and Action re: VIS Agreements
 - * 6. Consideration and Action re: Amendment to extend Mel Fisher Maritime Heritage Society Agreement
- O. **District Requests**
 - 1. District II:
 - a). Consideration and Action re: Jayne Marzella/Lodging Representative
- P. **Cultural Umbrella**
 - 1. Minutes of Cultural Umbrella Meeting – FYI
- Q. **Fishing Umbrella**
 - 1. Minutes of Fishing Umbrella Meeting – FYI
 - 2. Consideration and Action re: FY 2007 Fishing Event/Budget Allocations
- R. **Dive Umbrella**
 - 1. Minutes of Dive Umbrella Meeting – FYI
- S. **Public/Industry Input**
- T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council

Convene meeting as Visit Florida Keys

BULK APPROVALS (Recommended Bulk Items are BOLD)

- U. **Visit Florida Keys**
 - 1. Consideration and Action re: Visit Florida Keys portion of the April 11, 2006 meeting minutes
 - 2. Consideration and Action re: Visit Florida Keys Corporation Agreement

Adjourn the meeting of **Visit Florida Keys**

Reconvene meeting of **Monroe County Tourist Development Council**

- V. **Adjournment**